



***Charting the Course:***  
***2<sup>nd</sup> Open Enrollment Period (OEP) Outreach***  
**Summary Overview**



**DC Health Benefit Exchange Executive Board Meeting**  
**Wednesday, November 12, 2014 – 5:30 pm**

# *Introduction*

- During the 2<sup>nd</sup> OEP, DC Health Link will provide a broad spectrum of opportunities to highlight the benefits of the ACA and health insurance.
- This outreach strategies will consist of:
  - ✓ *Special events and in-person education*
  - ✓ *Earned, paid, social and digital media*
  - ✓ *Outreach and enrollment opportunities*

# *Overview of 2<sup>nd</sup> OEP Outreach Plan*

# *Strategic Approach for Outreach*



**REINFORCE**

**REINFORCE** the DC Health Link Brand

**RAISE  
AWARENESS**

**RAISE AWARENESS** about the values of  
DC Health Link

**RENEW  
COVERAGE**

**RENEW COVERAGE** health plans

**REINVIGORATE**

**REINVIGORATE** enrollment efforts

# *Campaign Strategies*



# Campaign Strategies

November 15<sup>th</sup> Kickoff Event  
National Youth Enrollment Day  
“Final Push” Activities  
MLK, Jr. Day of Service  
Valentine’s Day  
Super Bowl Sunday  
Faith-in-Action Launch  
Interfaith Weekends

## Special Events

## Digital & Social Media

Facebook  
Twitter  
YouTube  
Spotify  
Mobile App

## Educational Opportunities

Speakers’ Bureau  
Back to School  
Nights  
CVS Events  
Civic Organizations/  
ANC Meetings  
Health Fairs,  
Festivals, Expos &  
Community Events

## Enrollment Opportunities

One-Touch Enrollment  
Centers  
DCHR Open Enrollment  
Congressional  
Enrollment  
Outreach Events  
Young Invincibles Events

## Storefront Enrollment Centers

Martin Luther King Jr. Library  
Whitman Walker Health Clinic  
Unity Healthcare Clinic – Galen St SE  
Unity Healthcare Clinic – Minnesota Ave NE  
New Bethel Baptist Church Enrollment Center  
AME Church 2<sup>nd</sup> Episcopal District

## Paid Media / Advertisement

Metro Ads  
Newspaper Ads  
Radio Ads  
Cable Television

# Storefront Enrollment

DC Health Link Enrollment Centers	Operation Dates and Times		Staff Management
<b>Martin Luther King Jr. Memorial Library (Ward 2)</b> 901 G Street, NW	<b>Mon-Thu:</b> <b>Fri-Sat:</b> <b>Sunday:</b>	10:00 am - 7:00 pm 10:00 am - 4:30 pm 1:30 pm - 4:00 pm	Capital City AHEC Planned Parenthood of Greater Washington, DC
<b>New Bethel Baptist Church Enrollment Center (Ward 2)</b> 1739 S St., NW	<b>Mon-Fri:</b> <b>Saturday:</b> <b>Sundays:</b>	9:00 am – 5:00 pm 9:00 am – 1:00 pm By Appointment	New Bethel Baptist Church
<b>Whitman-Walker Health (Ward 1)</b> 1701 14th Street, NW	<b>Mon-Thu:</b> <b>Friday:</b>	8:00 am – 8:00 pm 8:00 am – 6:00 pm	Whitman-Walker Health
<b>Unity Health Care Minnesota Avenue Health (Ward 7)</b> 3924 Minnesota Avenue, NE	<b>Mon-Fri:</b> <b>Sat-Sun:</b>	8:00 am – 10:00 pm 8:00 am – 2:00 pm	Unity Health Care
<b>Unity Health Care Anacostia Health Center (Ward 8)</b> 1500 Galen Street, SE	<b>Mon-Thu:</b> <b>Friday:</b> <b>Saturday:</b>	8:15 am – 8:00 pm 8:15 am – 4:45 pm 8:00 am – 12:00 pm	Unity Health Care
<b>AME Church – Second Episcopal District (Ward 2)</b> 1134 Eleventh Street, NW	<b>Mon-Wed:</b> <b>Thu-Fri:</b>	9:00 am – 6:00 pm 9:00 am – 8:00 pm	AME Church – 2nd District

# *One Touch Enrollment Events*

## **Carlos Rosario International Public Charter School**

**1100 Harvard Street, NW**

**Wednesday, November 19, 2014**

5:00 pm – 9:00 pm

**Saturday, November 22, 2014**

9:00 am – 12:00 pm

**Thursday, December 11, 2014**

5:00 pm – 9:00 pm

**Saturday, December 13, 2014**

9:00 am – 12:00 pm

**Thursday, January 8, 2015**

5:00 pm – 9:00 pm

**Thursday, January 15, 2015**

5:00 pm – 9:00 pm

**Saturday, January 17, 2015**

9:00 am – 12:00 pm

**Saturday, January 31, 2015**

9:00 am – 12:00 pm

**Thursday, February 5, 2015**

5:00 pm – 9:00 pm

**Saturday, February 7, 2015**

9:00 am – 12:00 pm

**Thursday, February 12, 2015**

5:00 pm – 9:00 pm

**Saturday, February 14, 2015**

9:00 am – 12:00 pm



# *Important Dates*

**NOVEMBER 15, 2014**

Open Enrollment begins.  
Apply for, keep, or change your coverage.

**DECEMBER 15, 2014**

Enroll by the 15th if you want new coverage that begins on January 1, 2015.

(RENEWALS) If your plan is changing or you want to change plans, enroll by the 15th to avoid a lapse in coverage.

**DECEMBER 31, 2014**

Coverage ends for 2014 plans. Coverage for 2015 plans can start as soon as January 1st.

**FEBRUARY 15, 2015**

This is the last day you can apply for 2015 coverage before the end of Open Enrollment.

# *Campaign Collaterals*

Individuals & Families	Small Businesses	Renewals	All Consumers
<ul style="list-style-type: none"><li>• CVS Rack Card</li><li>• Tri-fold Brochure</li><li>• Palm Cards</li><li>• Enrollment Checklist</li><li>• FAQs One-Pager</li><li>• Enrollment Cards</li><li>• FAQ Cards</li><li>• Storefront / One-Touch Enrollment Flyers</li></ul>	<ul style="list-style-type: none"><li>• Rack Card</li><li>• Post Card</li><li>• Enrollment Checklist</li><li>• Employer Mandate One-Pager</li><li>• Enrollment Cards</li></ul>	<ul style="list-style-type: none"><li>• Post Cards</li><li>• Renewals Timeline One-Pager</li></ul>	<ul style="list-style-type: none"><li>• Event Flyers advertising upcoming enrollment opportunities</li></ul>

# Campaign Collaterals – CVS Rack Card

**DC HEALTH LINK**  
Get the facts. Get covered.

Choose a health plan that works for you.



**Shop. Compare. Enroll.**

DC Health Link is the District's online health insurance marketplace where you can shop for the health insurance that best meets your needs and budget.

**OPEN ENROLLMENT**  
NOV. 15, 2014 - FEB. 15, 2015

**DCHealthLink.com**  
1-855-532-5465 TTY/TDD 711-1-532-5465


**SHOP** at DC Health Link if you:

- Are uninsured
- Buy your own health insurance
- Work part-time and don't qualify for insurance through your job

**COVERAGE INCLUDES:**

- Private health insurance
- Financial help to lower your costs for private health insurance
- Medicaid

**COMPARE** health plans side-by-side from participating insurers.

**aetna** **CareFirst**  **KAISER PERMANENTE**


**ENROLL** with trained experts who are available **at no cost** on the phone, online and in-person.

**FOLLOW US ON TWITTER**  
@DCHealthLink

**DOWNLOAD OUR APPS ON**  
iTunes & Google Play

**DC HEALTH LINK**  
Get the facts. Get covered.

**DCHealthLink.com**  
**1-855-532-5465**



**DC HEALTH LINK**  
Get the facts. Get covered.

# *Campaign Message Themes*

<b>Week of November 9<sup>th</sup></b>	<i>Open Enrollment is coming (focus and launch)</i>
<b>Week of November 16<sup>th</sup></b>	<i>Enrollment has Begun!</i>
<b>Week of November 23<sup>th</sup></b>	<i>“Thankful for Coverage”, “Great Deals Here” , “Faith in Action”</i>
<b>Week of December 7<sup>th</sup></b>	<i>“Give the Gift of Healthcare” and “Get Covered by December 15<sup>th</sup>”</i>
<b>Week of December 14<sup>th</sup></b>	<i>“Give the Gift of Healthcare” and “Faith-based “ themes</i>
<b>Week of December 21<sup>d</sup></b>	<i>“Give the Gift of Healthcare Final Push” and “Faith-based” themes</i>
<b>Week of December 28<sup>th</sup></b>	<i>“Health and Wellness / New Year’s Resolution” Theme</i>

# *Campaign Message Themes*

<b>Week of January 4<sup>th</sup></b>	<i>“Health and Wellness / New Year’s Resolutions” and “Women / Moms”</i>
<b>Week of January 11<sup>th</sup></b>	<i>Latino Community &amp; January 15<sup>th</sup> Deadline Reminders</i>
<b>Week of January 18<sup>th</sup></b>	<i>African-American Community (MLK, Jr. Day of Service)</i>
<b>Week of January 25<sup>th</sup></b>	<i>Young Invincibles (National Youth Enrollment Day)</i>
<b>Week of February 1<sup>st</sup></b>	<i>“Valentine’s Day “ theme &amp; “Enrollment Deadline” theme</i>
<b>Week of February 8<sup>th</sup></b>	<i>“Deadline Focus” theme &amp; “Strong Final Push” theme (Don’t Delay, Enroll Today!)</i>

## *2<sup>nd</sup> OEP Special Events*

# *Special Dates to Remember*

## ***“All Hands On Deck” Special Events***

DC HBX is asking all HBX employees & contractors to attend, staff & help advertise the following special events:

- ✓ **November 15<sup>th</sup> Citywide Kickoff Event**
- ✓ **November 21<sup>st</sup> - 23<sup>rd</sup> Faith-in-Action Kickoff Weekend**
- ✓ **January 29<sup>th</sup> National Youth Enrollment Day**

# November 15<sup>th</sup> Kickoff



**Martin Luther King Jr. Memorial Library**  
901 G St NW  
Washington, DC 20001

Saturday, November 15, 2014  
11am – 3pm  
*Program will begin at 12pm*

Event will feature:

- ✓ Small business enrollment assistance
- ✓ Individuals & families enrollment assistance
- ✓ One-Touch Enrollment
- ✓ Free Health Screenings
- ✓ Free Health & Fitness Workshops
- ✓ Entertainment

**Everyone is encouraged to invite their network to attend & participate in the kickoff of the 2<sup>nd</sup> OEP! Flyers will be provided, along with templates for email blasts.**



# November 15<sup>th</sup> Kickoff Advertisement



Shop. Compare. Enroll.

## AFFORDABLE HEALTH INSURANCE IS AVAILABLE

### Enroll or Renew Today!

Join us at the  
**DC Health Link  
2nd Information Day & Enrollment Fair**

SATURDAY, NOVEMBER 15, 2014  
11:00 AM – 3:00 PM  
MARTIN LUTHER KING LIBRARY  
901 G STREET, NW



**FEATURING:**

- Trained experts for one-on-one enrollment and renewal support
- Licensed insurance brokers to help choose coverage
- Free health screenings
- Zumba classes and Yoga demonstrations
- Kids' Korner - Moonbounce, Storytelling, Arts & Crafts and more
- Entertainment
- Door prizes
- Live broadcast
- Special guests
- Other surprises

**FOR MORE INFO and ENROLLMENT CHECKLIST**  
VISIT [www.DCHealthLink.com](http://www.DCHealthLink.com)  
CALL 855.532-LINK (5465)

DOWNLOAD  
DC Health Link Mobile App  
@ iTunes or GooglePlay



FOLLOW US ON TWITTER  
@DCHealthLink

**Open Enrollment: November 15, 2014 – February 15, 2015**

## DC HEALTHLINK 2ND INFORMATION DAY AND ENROLLMENT FAIR

November 15, 2014 @ 11AM-3PM  
Martin Luther King Library  
901 G Street, NW

[Learn More](#)



**DC HEALTHLINK**  
Get the facts. Get covered.

# *Faith-In-Action Weekend*



## ***DC Health Link Faith in Action Weekend***

**November 21 – 23, 2014**

### **DC Health Link Interfaith Friday & Saturday**

***Friday, November 21 – 22<sup>nd</sup>***

- DC Health Link will participate in services across the District to encourage consumers to enroll.

### **DC Health Link Interfaith Sunday & DC Health Link Faith In Action Kick-Off Event (in partnership with Enroll America & the White House)**

***Sunday, November 23<sup>rd</sup>***

Featuring Howard University Gospel Concert, Renowned Saxophonist Brian Lenair and other guest artists, White House guests and more

- Welcome Reception, Enrollment, FREE Health Screening - 2pm
- Inspirational Program - 4pm

# Faith-in-Action Weekend Advertisement



Shop.

Compare.

Enroll.

## FAITH IN ACTION WEEKEND

**Let's Celebrate  
The Affordable Care Act  
2nd Open Enrollment Period**

**SUNDAY, NOVEMBER 23, 2014**

**2:00PM – ENROLLMENT & HEALTH FAIR  
WELCOME RECEPTION**

**4:00PM – SERVICE OF PRAISE AND  
GOSPEL CONCERT**

**NINETEENTH STREET BAPTIST CHURCH  
4606 16TH STREET, NW  
WASHINGTON, DC 20011  
Reverend Derrick Harkins, Senior Pastor**



### FEATURED ARTISTS:

- The Howard University Gospel Choir
- Brian Lenair, Saxophonist and More

Event Information: Michele Fennelly 202-234-9400

**Open Enrollment: November 15, 2014 – February 15, 2015**



Don't miss this exciting afternoon as the faith-based community celebrates the Affordable Care Act 2nd Open Enrollment Period with a **Special Gospel Concert and Service**. DC Health Link will be onsite with Assistors, brokers, and other experts to answer questions, and provide information about health insurance coverage and financial assistance. Enrollment and renewal support will also be available.

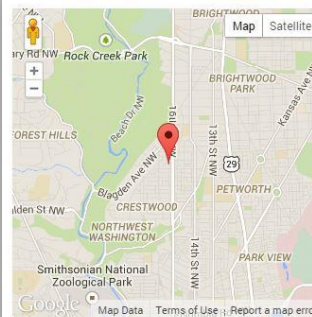
- Special White House Guests
- Gospel Entertainment
- Health Insurance Enrollment
- Health Ministries
- Free Health Screenings
- Giveaways and More

**FOR MORE INFO and  
ENROLLMENT CHECKLIST**

Visit [www.DCHealthLink.com](http://www.DCHealthLink.com)  
Call 855.532.LINK (5465)

DOWNLOAD  
DC Health Link Mobile App  
for iPhone and Android

FOLLOW US ON TWITTER  
@DCHealthLink



DC Health Link in Collaboration with  
Enroll America – "Faith in Action"  
Sunday

Nov 23, 2:00pm to 6:00pm  
Nineteenth Street Baptist Church  
4606 16th Street, NW

[Add to Calendar](#)

- 2:00 pm – 4:00 pm – Welcome Reception, Enrollment, FREE Health Screenings and more
- 4:00 pm – 6:00 pm – Gospel Program and Service of Celebration

Details: Don't miss this exciting spirit-filled afternoon to celebrate the kickoff of the Affordable Care Act 2nd Open Enrollment Period and the DC faith community's initiative, Faith in Action, designed to actively engage the faith community in the campaign to reach and enroll District residents and small businesses in affordable health insurance plans. Attendees will enjoy a special worship service featuring the sounds of Howard University Gospel Choir, saxophonist Brian Lenair and others artists. White House guests will be present along with local faith leaders. Prior to the service, refreshments will be served, FREE health screenings will take place and Assistors will be available to enroll residents in affordable health insurance plans, answer questions, and provide information about financial support.

For more information and to get a copy of the enrollment checklist visit, [DCHealthLink.com](http://DCHealthLink.com), call 1.855.532.LINK (5465); download the DC Health Link Mobile App for iPhone and GooglePlay, and follow us on TWITTER @DCHealthLink. Event contact: Michele Fennelly - [mfennelly@telcomdc.com](mailto:mfennelly@telcomdc.com), (301) 257-7409.

**DC HEALTH LINK**  
Get the facts. Get covered.



# *National Youth Enrollment Day*

## **National Youth Enrollment Day January 29, 2015.**

DCHBX will partner with the Young Invincibles and the White House to host a citywide event on January 29, 2015 targeting the young adults between the ages of 18 – 32. The goal of the event is to encourage young people to enroll on DC Health Link.

*DCHBX will provide additional information soon.*

## 2<sup>nd</sup> Open Enrollment Season Kick-Off Enrollment Fair *Staff Sign-Up Sheet*



Saturday, November 15, 2014  
10:00am – 4:00pm  
Martin Luther King Jr. Library  
901 G Street NW

District residents, small business owners and their employees can **SHOP, COMPARE** and **Enroll** in health insurance plans that best meet their needs and budgets. Trained experts will be onsite to assist with enrollment and answer your questions.

[illegible]

If you are available to work one of the special events discussed today,  
**PLEASE SIGN UP!**





*Questions or Concerns?*

# Contact Information

**Dr. Linda Wharton Boyd**

Director, Communications and External Affairs

[linda.wharton-boyd@dc.gov](mailto:linda.wharton-boyd@dc.gov)

Phone: 202-741-5201

# Thank You!!!

To learn more:  
Visit us at [DCHealthLink.com](http://DCHealthLink.com)

Call Us!  
1-855-532-5465

Follow us on Twitter  
[@DCHealthLink](https://twitter.com/DCHealthLink)